

*As the Wind Whirls by
Six Hundred Feet above Broadway*

LORD ELECTRIC WIND INDICATOR



Hamilton Maxwell, Inc.,
New York

CHARLES E. LORD
24 Milk Street Boston, Massachusetts

LORD ELECTRIC WIND INDICATOR

RECORDS DIRECTION AND VELOCITY WITH POSITIVE ACCURACY

BOSTON PUBLIC SCHOOLS

OFFICE, WINSHIP SCHOOL
DIGHTON STREET, BRIGHTON

Dear Mr. Lord: The Lord Electric Wind Indicator more than pleased me with its operation last winter, and I am looking forward to even better results the coming season.

It has proved itself a great money saver.

The Winship School where the Indicator was installed last November is a Junior High School in the City of Boston, and is heated by the use of oil and is ventilated by air shafts operated by hand.

The knowledge of the direction of the wind, together with its force as given by the Lord Electric Wind Indicator, made possible the saving of 910 gallons of oil in November, and of 942 gallons of oil in December, and so on throughout the winter.

The average temperature of November was the same as that of the previous year, but that of December was very much colder.

The whole amount of oil saved over that used the previous year was 5,267 gallons, notwithstanding the fact that the addition last winter of a large portable schoolhouse greatly increased the demand for heat.

W. H. BICKFORD,
Custodian Winship Schoolhouse

89 Franklin Street, Boston

Dear Mr. Lord: The installation of the Lord Electric Wind Indicator in my house at Newton has been completed and I have certainly derived a great deal of pleasure from it. It works perfectly, and as you know I put in the installation so that I have one in my dressing room and one in my library.

I, personally, am getting as much entertainment out of it as I get from my radio. I consider it a most satisfactory installation.

Very truly yours,

HENRY C. HOPEWELL



A SUCCESSFUL INSTALLATION
OF THE
LORD ELECTRIC WIND
INDICATOR
BY
CRANE & CO. OF CHICAGO
AT THEIR EXHIBITION ROOMS
AT ATLANTIC CITY



MODEL A. 8-INCH DIAL SET ON WALL

THIS handsome bronze-gold dial, full of meaning, attuned to the slightest movement of the air, records the ever-changing course the winds delight to take.

It glows in answer to their caprice, so that the humblest layman in weather matters can readily tell into what quarter the wind is veering.

Decidedly modern in simplicity, in practicality of application, more than that, in its ability to stir the imagination through a piece of mechanism which seems fairly to live.

In fact so delightfully companionable as it flicks around from letter to letter—warm, glowing, alert.

Translating the language of the winds for the practical-minded in a practical manner; for the imaginative with all the eloquence of a dabbler in dreams.

As the Wind Whirls By

By Catherine C. Leach

THE winds that march like armies;
The winds that sigh like ghosts;
The winds that sing a chimney-song
Like genial, tavern hosts;
The winds that dance at daybreak
Away from prying eyes;
The winds that heed the lure of sea
And far-off foreign skies—
Here is your chance to follow them
Upon this dial's face,
To dog those phantom footsteps
That never yet left trace!

That gust which banged your shutter-blind

An angry moment past
Glowed "N" for "North" and now
"NE" predicts a Northeast blast.
Tomorrow, if the day turn fair
(And Jove allow a change)
A "W" will glow for "West," but

If the gods arrange
A day of cloud, a day of storm,
An "E" will flash the news—
Why, one may now turn weather seer
At home with all these clues!

Your garden, sir, is on your mind?
Your seed book thumbed and torn?
And you, milady, wish to learn
If fineries may be worn?
Well, watch the "S"
Or else the "S" a "W" beside—
But, if the light becomes "SE"
Grass weal, gowns woe betide!

Quite practical, you must admit,
And if you slightly lean
To romance at the thought of "blows"
That make strong ships careen—
Why, then the winds' velocity will
Interest you indeed.
The "V" illumined flashes forth
The winds' uncanny speed.
Five flashes in a minute's time
Would mean that down the hour
A wind went lazily along
Five miles—but one of power
Might flash ten times as much to show
That it would grow a gale.
This dial is the weather's book
With scarce a twice-told tale.

A WATCHER WITHIN THE WALLS

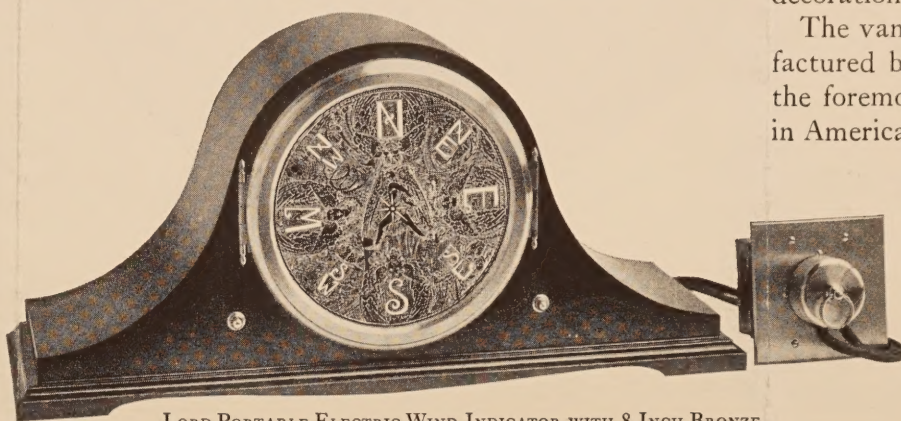
N EARLY six hundred feet above Broadway stands a watch tower of the winds as shown on the front cover. The winds themselves indicate the paths they plan to take; the dial, a watcher within the walls, flashes their intention on the instant. So versatile is the new Lord Electric Wind Indicator that it is adapted to the drawing room or the skyscraper. Through this remarkable new invention the direction and velocity of the wind can be accurately determined—from the street, the club, hotel, public building or home, at any hour of the day or night.

The Lord Electric Wind Indicator answers first the need of those whose business or pleasure activities may be governed by present or prospective weather conditions, such as yachtsmen, shippers, owners of country homes by sea or lakes. At the same time it is of universal interest to those who delight in weather prediction.

The Lord Electric Wind Indicator is a scientifically constructed, yet simple, instrument. The vane which gives the electrical impulse showing the direction of the wind, and the anemometer, a very ingeniously con-



MODEL B. 8-INCH DIAL SET FLUSH WITH WALL



LORD PORTABLE ELECTRIC WIND INDICATOR WITH 8-INCH BRONZE-GOLD DIAL AS SHOWN ABOVE. THE CASE IS MAHOGANY FINISH

structed instrument which shows the velocity of the wind, have been tested by the United States Bureau of Standards and adopted by the United States Weather Bureau. The Indicator consists of a weather vane showing wind direction and an anemometer of the new three-cup type, for measuring the velocity of the wind. These are electrically connected by a 10-wire cable to an indicating dial which may be placed wherever desired.

On this beautifully etched bronze-gold dial are eight points of the compass lettered in white. Behind each point of the compass is an electric light bulb. As a connection is made, these letters are illuminated, thus showing the direction of the wind.

In the center of the dial is a single bulb. This lights at intervals. The number of flashes per minute indicates the number of miles per hour the wind is blowing. Dials may be made of any style or size to suit individual taste, or to harmonize with surrounding decorations.

The vane, anemometer and dial are manufactured by Messrs. Julien P. Friez & Sons, the foremost makers of weather instruments in America.

UNITED STATES DEPARTMENT OF AGRICULTURE
Weather Bureau, Boston, Mass.

Mr. Charles E. Lord,
24 Milk St., Boston, Mass.

My dear Mr. Lord: It was a great pleasure to me to visit your home in Newton and to see your very complete and satisfactory meteorological equipment. It is much better than anything of the kind I have ever seen before owned by private parties.

I was especially interested in your instrument for indicating the direction and velocity of the wind. It is a most attractive way of showing this phase of weather, and will, I am sure, make it easily accessible to the public, which is always interested in such things.

Yours very truly,

(Signed) G. A. Loveland,
Meteorologist

STONE & WEBSTER
INCORPORATED
120 BROADWAY, NEW YORK

Charles E. Lord, Esq.,
24 Milk St., Boston, Mass.

Dear Mr. Lord: Our installation, which is probably the highest in New York, has been successful in every way. I find it is particularly useful to me as a yachtsman, as I frequently like to know the direction and velocity of the wind, which are helpful in calculating probable changes in the weather.

Not only is the indicator of value to me in this way, but it is a source of constant interest to visitors in my office.

Sincerely yours,

(Signed) Charles A. Stone

FORECASTING THE WEATHER

The use of the Lord Electric Wind Indicator for forecasting the weather in connection with the barometer or barograph is shown in the following wind-barometer table where the wind and barometer indications for the United States are generally summarized.

When the wind sets in from points between south and southeast and the barometer falls steadily a storm is approaching from the west or northwest, and its center will pass near or north of the observer within 12 to 24

hours with wind shifting to northwest by way of southwest and west. When the wind sets in from points between east and northeast and the barometer falls steadily a storm is approaching from the south or southwest, and its center will pass near or to the south or east of the observer within 12 or 24 hours with wind shifting to northwest by way of north. The rapidity of the storm's approach and its intensity will be indicated by the rate and the amount of the fall in the barometer.

Wind direction	Barometer reduced to sea level	Character of weather indicated
SW. to NW....	30.10 to 30.20 and steady.....	Fair, with slight temperature changes for 1 to 2 days.
SW. to NW....	30.10 to 30.20 and rising rapidly.....	Fair, followed within 2 days by rain.
SW. to NW....	30.20 and above and stationary.....	Continued fair, with no decided temperature change.
SW. to NW....	30.20 and above and falling slowly....	Slowly rising temperature and fair for 2 days.
S. to SE.....	30.10 to 30.20 and falling slowly.....	Rain within 24 hours.
S. to SE.....	30.10 to 30.20 and falling rapidly.....	Wind increasing in force, with rain within 12 to 24 hours.
SE. to NE....	30.10 to 30.20 and falling slowly.....	Rain in 12 to 18 hours.
SE. to NE....	30.10 to 30.20 and falling rapidly.....	Increasing wind, and rain within 12 hours.
E. to NE.....	30.10 and above and falling slowly....	In summer, with light winds, rain may not fall for several days. In winter, rain within 24 hours.
E. to NE.....	30.10 and above and falling rapidly....	In summer, rain probable within 12 to 24 hours. In winter, rain or snow, with increasing winds, will often set in when the barometer begins to fall and the wind sets in from the NE.
SE. to NE....	30.00 or below and falling slowly.....	Rain will continue 1 to 2 days.
SE. to NE....	30.00 or below and falling rapidly.....	Rain with high wind, followed, within 36 hours, by clearing, and in winter by colder.
S. to SW.....	30.00 or below and rising slowly.....	Clearing within a few hours, and fair for several days.
S. to E.....	29.80 or below and falling rapidly....	Severe storm imminent, followed, within 24 hours, by clearing, and in winter by colder.
E. to N.....	29.80 or below and falling rapidly....	Severe northeast gale and heavy precipitation; in winter, heavy snow, followed by a cold wave.
Going to W....	29.80 or below and rising rapidly.....	Clearing and colder.

3 STARBOARD LANE
YORK HARBOR
MAINE

Mr. Charles E. Lord,
24 Milk St., Boston, Mass.

Dear Mr. Lord: Thank you for your letter. I have decided to take the wind indicator and one of the dials home with me to Detroit on the 10th of next month. There set it up.

This practically answers your query as to the interest I take in it. We have had great pleasure in the two instruments, one in one house, one in the other, constantly watching the wind, its velocity and its direction.

Thanking you very much for the pleasure you have given me, I remain

Yours truly,
Russell A. Alger

OLD COLONY TRUST COMPANY
17 COURT STREET, BOSTON, MASS.

Mr. Charles E. Lord,
24 Milk St., Boston, Mass.

My dear Mr. Lord: The electric weather vane and anemometer that you installed at our main office, 17 Court Street, early last summer has been very satisfactory indeed. We have had a great many favorable comments about it. My personal experience shows that the public, as well as the clerks of the Old Colony Trust Company, are much interested in observing which way the wind may be. All of the officers of the Trust Company believe it is a very useful advertisement.

With kindest regards, I am sincerely yours,

(Signed) H. W. Burge,
Comptroller



27-INCH DIAL

LORD ELECTRIC WIND INDICATOR
CHARLES E. LORD · 24 MILK STREET, BOSTON



THE WINDS

IN the rock palace of the fair Aeolian Isles, by Grecian fancy fashioned, sat the lordly council of the Winds.

BOREAS was there, the North Wind, noisy and powerful, with menacing scowl, gusty, war-like;

EAIKIAS nearby and much akin, the famed Northeaster, with clouds upon his brow and in his breath the pelting hail;

APELIOTES too, out of the East, friend of fair things, and beloved loiterer among the flowers, the fruits and the wheat;

EURUS, the Southeastern cloud builder, flinging terror from his ramparts upon quivering sea and scurrying ships;

NOTUS also, the kindly old Southerner, who filled the brooks with rain and the vineyards with blushing plenty;

EPS likewise from out the Southwest, pilot of the ancient mariners, leading them joyfully into their restful Piraeus;

EPHYRUS, with his Western laughter, in whose bosom was the buoyancy of youth and in his tripping feet its gayety;

KIRON from the Northwest, two-faced fellow, brightening summer hours and making winter's days more wintry still;

THUS the round table of the eight royal winds, over which with lusty sword Aeolus himself was King of Kings.

SO we found them shown upon the flanks of the Athenian Tower of the Winds, and ourselves portrayed them around our Dial, the winds themselves and all their portents.

UNFAILINGLY, this Dial will tell you as each wind comes traveling from his own domain. Now Boreas, or Apeliotes the Easterner, now Notus, now Zephyrus, will be seen to prevail as his corner of the dial remains luminous.

NOT whence they come alone, but how fast or slow they travel by, you here may learn as well. For at the dial's center another messenger light will tell by the flashes in one minute counted what miles by hours the lazy or the speeding winds are moving on.

LORD ELECTRICAL WIND INDICATOR

BOSTON
Product of
Julien P. Frez & Sons
BALFORTH METEOROLOGICAL OBSERVATORY
BALTIMORE, MD.

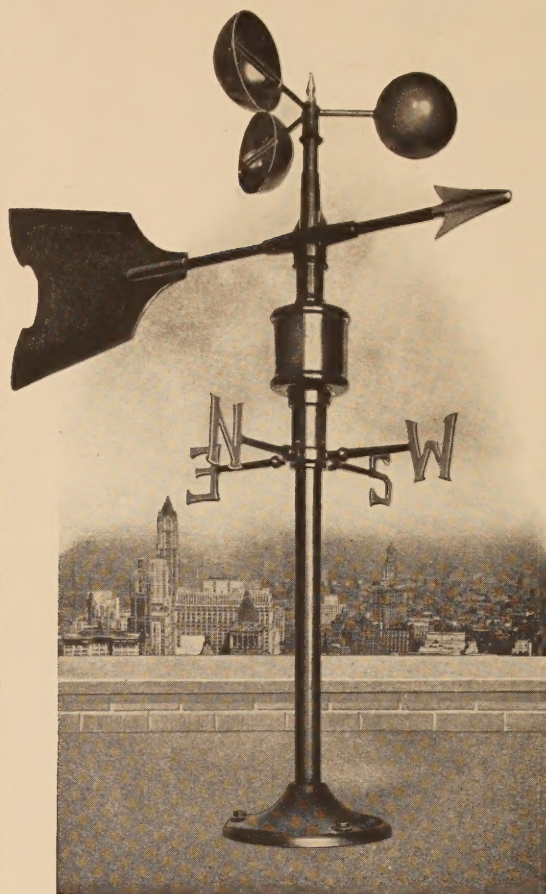
This fantasy of the winds, beautifully etched on old brass, accompanies each installation of the Lord Electric Wind Indicator



Athenian Tower of the Winds

CHARLES E. LORD
24 Milk Street, Boston, Mass.

Lord Electric Wind Indicator



VANE and ANEMOMETER

Used in connection with the

LORD ELECTRIC WIND INDICATOR

This type is also used by United States Weather Bureau

LENGTH OF VANE . . . 3 FEET

HEIGHT FROM TOP OF CUPS

TO BOTTOM OF LETTERS 2 FEET

Support may be of any length desired. The use of guy rods, which can be furnished, is advised with supports over 4 feet

THE above picture illustrates an installation of vane and anemometer on the flat roof of a building. The cups of the anemometer and the tail of the vane are made of duralumin and the other parts, including letters, are made of aluminum. The base plate is also made adaptable to any angle of ridge pole.

CHARLES E. LORD

24 MILK STREET

BOSTON, MASS.